



THE COMMONWEALTH OF MASSACHUSETTS
OFFICE OF CONSUMER AFFAIRS AND BUSINESS REGULATION

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To: Telecommunications Service Providers Operating in MA

From: Janice McCoy, Analyst - Telecommunications Division

Date: March 7, 2003

Re: Telecom Products and Services - Tariffed vs. Marketing Names

This memorandum is to notify registered telecommunications service providers (SPs) conducting business within Massachusetts of a change in the Department of Telecommunications and Energys (MDTE or Department) policy with respect to tariff filings for intrastate products, services and features.

Effective May 5, 2003, all SPs will be required to include the marketing and/or advertising name(s) of all services and/or products and promotional offerings in tariffs filed with the MDTE. As examples, MCI's tariffed Integrated Plan RZA is marketed as *The Neighborhood*, and AT&T Communications of New England, Inc. markets its Simplified Calling Plan No. 9 as *AT&T One Rate*. Another example is a combined calling plan offered by Verizon: the local portion is tariffed as *Local Package Basic Service*, and the long distance service provided by Verizon's long distance affiliate company is tariffed as *Plan K*. The combined products/services are marketed under the name *Variations Freedom*.

SPs are reminded that all tariff filings must also be accompanied by an updated check sheet and, when applicable, an updated table of contents for the tariff specifying both the tariffed and marketed names of services/products.

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This action is taken pursuant to M.G. L. Chapter 159, Section 19 which states, in pertinent part:

Every common carrier shall file with the department and shall plainly print and keep open to public inspection schedules showing all rates, joint rates, fares, telephone rentals, tolls, classifications and charges for any service, of every kind rendered or furnished, or to be rendered or furnished, by it within the commonwealth, and all conditions and limitations, rules and regulations and forms of contracts or agreements in any manner affecting the same, in such places, within such time, **and in such form and with such detail as the department may order.**

SPs may contact me at (617) 305-3745 or by email at janice.mccoy@state.ma.us if there are any questions about this new policy.